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during ordinary browsing of the electronic catalog. In addition, this information is presented in conjunction with the catalog items to which it pertains. Any of a variety of other types of account-specific information associated with the subset of products may additionally or alternatively be presented. For example, a customer may be presented with order fulfillment information so the customer does not have to contact customer service to find out whether an ordered product has been shipped. -

*a1*  
*Replace the paragraph beginning at page 10, line 24, with the following paragraph:*

--Figure 2 illustrates a sample store home web page ("store page") 220. The exemplary store page 220 includes featured products and promotions of a "Book Store" which includes browsable subject groups that relate to the store, as well as a variety of other services. Other stores corresponding to other major product categories of the merchant web site may be accessed by selecting the tabs at the top of the page. The store page 220 also includes a set of inline account information 212 for the customer "Angela." From the inline account information 212, Angela can see that she has ordered three books from the Book Store and that the items were shipped on August 27, 2001. This list may be generated by filtering out from Angela's order history all orders of products that fall within other product categories (e.g., music, electronics, etc.). Angela can also see that her "friend" Taylor has put the book "Dreamcatcher" on her wish list. The inline account information 212 enables Angela to access more information on the books she ordered, view shipping details on her book orders, return one or more of the items, track shipment of the items, purchase the wish list book for Taylor, and check the status of other orders. -

*a2*  
*Replace the paragraph beginning at page 18, line 29, with the following paragraph:*

--If inline account information is included, the presentation process retrieves the corresponding customer data (block 650) from the customer database 324 and/or the customer cache 327. One embodiment of a process for retrieving customer data is illustrated in Figure 5 and is discussed above. Proceeding to the next state, the presentation process processes the customer data (block 660). The processing may include determining which data should be presented in the web page, formatting the data, determining whether or not there is a high enough

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*a3*  
level of confidence that the requesting party has permission to access such data, and so forth. In one embodiment, the type of web page requested and/or the section of the merchant web site from which the request was made determines how the data should be formatted.--

IN THE CLAIMS:

*Please rewrite Claims 1, 3, 13 and 32 as follows:*

*Art B17* 1. (Amended) A method of customizing an electronic catalog of products for individual customers of an online store, the method comprising:

providing online access to an electronic catalog of products that are available for purchase;

*a4*  
receiving a request from an online customer for a portion of the electronic catalog, wherein the portion corresponds to a subset of the products represented within the electronic catalog;

identifying a related order previously placed by the customer, said related order being related to the subset of products;

supplementing the portion of the electronic catalog with information about the related order; and

returning the portion, as supplemented with the information about the related order, for presentation to the customer;

whereby information about previous orders is presented to the customer contextually during browsing of the electronic catalog.

*a5*  
3. (Amended) The method as in Claim 1, wherein the portion is a product detail page for a first product.

*a6*  
13. (Amended) A computer-implemented method of providing information about prior orders to customers of an online store, the method comprising:

providing online access to an electronic catalog of products that are available for purchase;